



Time	Firehouse Lobby	Firehouse Theater	Room 1	Room 2	Room 3
<b>Monday Sept. 20</b>					
<b>12:30 - 2:30</b>	<b>Paid Training Sessions</b>		Special Workshop: Advanced Reporting :V7 Report Techniques	Special Workshop: Version 7 Migration: Acquisitions P&L	Joshua Tallent and Dan
<b>3:00 - 5:00</b>			Special Workshop: Advanced Catalogs With InDesign	Special Workshop: Version 7 Migration: Production Schedules	Joshua Tallent and Dan
<b>4:30 - 6:00</b>					

		INDUSTRY	Metadata	Workflow	TECHNOLOGY
<b>Tuesday Sept. 21</b>					
<b>8:00 - 9:00</b>	Registration and Breakfast				
<b>9:00-9:15</b>		Welcome and Logistics (rob)			
<b>9:15-9:45</b>		Conference Kickoff (Fran)			
<b>9:45-10:45</b>		Firebrand Show			
<b>10:45 - 11:15</b>	Coffee Break				
<b>11:15 - 12:15</b>		<b>All about Google Editions:</b> Chris Palma from Google will walk us through their newest offering.	<b>Publishers as data aggregators:</b> Harvesting externally-created metadata for your own use.	<b>eBook Conversion Primer:</b> with Joshua Tallent.	<b>Indesign without XML</b>
<b>12:15 - 1:30</b>	Lunch				
<b>1:30 - 2:20</b>		<b>What is a publisher anymore?</b> Authors as partners, and other new business models.	<b>Identifiers:</b> ISBNs and ISTCs, and how they relate to eBooks.	<b>Managing eBooks in Title Management.</b>	<b>Web services vs. batch feeds:</b> Pros & cons, and when one is better than the other.
<b>2:35 - 3:25</b>		<b>Building community and supplying content:</b> Where are the readers? What can vertical markets teach us?	<b>BISG Data Certification:</b> how to make it work for both publishers and recipients.	<b>Digital Workflows for eBook Production:</b> PDF to ePub and (gasp!) ePub to PDF.	<b>Getting external data into Title Management:</b> using IKE and other tools.
<b>3:25 - 3:55</b>	Coffee Break				
<b>3:55 - 4:45</b>		<b>eBook economics:</b> preparing for eBooks during editorial planning and executing an eBook strategy.	<b>The new rights issue:</b> Managing rights information necessary for eBooks and eBook Partners.	<b>eArcs &amp; digital galleys:</b> their many uses, and how best to develop efficient workflows for managing them.	<b>eCommerce websites:</b> what makes a good one, and integrating them with Title Management.
<b>5:00 - 6:00</b>		Peter Brantley			
<b>6:00-7:30</b>		Firebrandz Happy Hour			

<b>Wed Sept. 22</b>					
<b>7:30-8:15</b>	Breakfast				
<b>8:15-9:00</b>		<b>PechaKucha</b> - Brought to you by DigitalBookWorld			
<b>9:00-9:30</b>		Unconference Planning - Theater			
<b>9:45-10:45</b>		Unconference Session A - Theater	<b>eBook Standards:</b> ePub, OPDS, HTML5 and other issues related to mobile and computer based reading	Unconference Session A Room 2	Unconference Session A Room 3
<b>10:45-11:15</b>	Coffee Break				
<b>11:15 - 12:15</b>		Unconference Session B - Theater	Unconference Session B Room 1	Unconference Session B Room 2	Unconference Session B Room 3
<b>12:15-1:15</b>	Lunch		<b>NetGalley Roundtable</b>	<b>ECPA Round Table</b>	<b>CDC Community Round Table</b>
<b>1:15 - 2:15</b>		Unconference Session C - Theater	Unconference Session C Room 1	Unconference Session C Room 2	Unconference Session C Room 3
<b>2:30 - 3:15</b>		Closing Remarks			